



JONATHAN E. FIELDING, M.D., M.P.H.
Director and Health Officer

CYNTHIA A. HARDING, M.P.H.
Chief Deputy Director

313 North Figueroa Street, Room 806
Los Angeles, California 90012
TEL (213) 240-8117 • FAX (213) 975-1273

www.publichealth.lacounty.gov



BOARD OF SUPERVISORS

Gloria Molina
First District

Mark Ridley-Thomas
Second District

Zev Yaroslavsky
Third District

Don Knabe
Fourth District

Michael D. Antonovich
Fifth District

April 14, 2014

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H.
Director and Health Officer

Cynthia A. Harding

SUBJECT: **NOTIFICATION OF THE USE OF DELEGATED AUTHORITY TO
EXECUTE ADDITIONAL MASTER AGREEMENTS FOR MEDIA
SERVICES**

This is to notify you that I am exercising the delegated authority approved by your Board on April 9, 2013, to execute additional Master Agreements for the provision of Media Services through March 31, 2019, with firms that submit a Statement of Qualifications (SOQ), which meets all of the requirements of the initial Request for Statement of Qualifications (RFSQ) released on October 12, 2012, subject to review and approval by County Counsel, and notification to your Board and the Chief Executive Office.

Under this delegated authority, I will execute eight Master Agreements for Media Services, with the media firms listed in Attachment A, effective upon execution through March 31, 2019.

On October 12, 2012, the Department of Public Health (DPH), in collaboration with the Department of Mental Health (DMH), released a RFSQ (original release) to solicit SOQs from firms/vendor with expertise managing, evaluating, designing, marketing, and engaging communities in large-scale multilingual media campaigns. At the conclusion of the evaluation process, 17 media firms were deemed qualified and responsive to the RFSQ requirements. On April 9, 2013, your Board approved and instructed the Director's of DPH and DMH to execute separate Master Agreements with these 17 media firms, effective upon Board approval through March 31, 2019.

On September 19, 2013, the RFSQ was re-released (RFSQ Re-release) to secure additional Master Agreements with other qualified media firms. As with the original release, the RFSQ Re-release was posted on the County's "Doing Business With Us" website. A total of 15 media firms submitted SOQs. Seven of these were nonresponsive to the RFSQ requirements and were disqualified. Notification letters were sent out to the disqualified firms on March 19, 2014, with requests for a Disqualification Review due on March 26, 2014. One out of the seven disqualified vendors submitted a disqualification review request (DRR).

Each Supervisor
April 14, 2014
Page 2 of 2

DPH Contracts and Grants Division staff reviewed the assertions outlined in the DRR, as well as the additional documents submitted with the request, in conjunction with the SOQ originally submitted. Based on the review and subsequent findings, DPH in conjunction with County Counsel, concluded that the disqualification of the SOQ was appropriate and as such remained unchanged.

As outlined in Attachment A, the remaining eight vendors were deemed qualified and responsive to the RFSQ requirements within the specialty media categories for which they applied, and will be offered Master Agreements that are effective upon execution through March 31, 2019.

County Counsel has reviewed and approved the Master Agreements as to use and this delegated authority action.

If you have any questions or require additional information, please let me know.

JEF:CAH:nms
DA#02906

Attachment

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors
Department of Mental Health

ATTACHMENT A

Media Firm Vendor	Address	Contact Person	Email	Contact No.	Media Service Category			
					Design and Creating	Mechanicals	Social Media	Outreach
Aperture Films	2520 Mira Mar Ave. Long Beach, CA 90815	Joshua Colover	jcolover@aperturefilms.com	(310) 202-3939	X			
Clear Channel Communications, Inc.	3400 W. Olive Ave., Suite 550 Burbank, CA 91505	Jennifer Thompson Tara Rossi	jenniferandlara@clearchannel.com	(818) 566-4733	X	X	X	X
Hershey Interests Inc., dba Hershey Cause Communications	12304 Santa Monica Blvd., Suite 201 Los Angeles, CA 90025	Bethany Babyak	bbabyak@hershelycause.com	(310) 656-1001	X			X
J.R. Reingold & Associates Inc., dba Reingold Inc.	111 N. First St., Suite 301 Burbank, CA 91502	Kevin Miller	kmiller@reingold.com	(202) 427-5095, ext. 111	X	X	X	
KTLA, LLC	5800 Sunset Blvd. Los Angeles, CA 90028	Michael Weiner	Michael.wiener@klla.com	(323) 460-5970	X	X	X	X
New Inspiration Broadcasting Company, Inc., dba Salem Consumer Products, dba Prager Products	4880 Santa Rosa Rd. Camarillo, CA 93012	Christopher J. Henderson	Christopher.henderson@salem.cc Mallorie.martinez@salem.cc	(805) 987-0400	X	X		X
O'Rorke, Inc.	226 S. Beverly Dr., Suite 214 Beverly Hills, CA 90212	Abbi Hertz	abbi@ororkeinc.com	(310) 557-3010	X	X	X	X
Tezo Systems Unlimited, Inc., dba Transit TV	8976 Laurel Canyon Blvd. Sun Valley, CA 91352	Patrick Haas	phaas@transit-tv.com	(818) 277-5142		X		